



**Unincorporated San Luis Obispo County
Tourism Business Improvement District Advisory Board (CBID)
Agenda
Wednesday, May 22 (12:00pm – 2pm)
Cambria Pines Lodge**

Call to Order

Public Comment (limited to 3 minutes per speaker)

Presentation/s

SLO CAL: Cathy Cartier, Interim President & CEO

CBID Bunch: Kirstin and Katie sharing highlights from PR and Stewardship Travel for Good

Administrative Items (15 minutes)

- Roll Call
- Consent Agenda – Minutes
- Financials | Balance Sheet, Administrator and Partner updates
 - 2019 – 2023 TOT growth
 - Successful CBID Annual Renewal at BOS
- Upcoming Events | deadlines
 - Board Meetings: July 24; August 28 (cancel); Sept to 9/18 due to SLO CAL Summit on 9/24

Strategy/Ideation Topic

- Lori Keller, 24 | 25 Marketing Plan implementation

Discussion Items

Action Items (each topic will allow for Board Discussion, followed by Public Comment)

- SLO CAL CEO Letter of Support
- 24 | 25 Marketing Plan
- LFA Board Member Applications
- LFA Funding Applications
 - SSTA and CTB: ScareCrow Festival
 - ABTA Pale Kai event sponsorship
- LFA Contract Renewals
 - ABTA admin contract renewal
 - LO Shadetree Marketing contract renewal
 - EV AGV Big Red Marketing, Admin & Marketing Liaison contract renewals
 - VAC LFA imperative with SF Gate Story Studios

Future Agenda Items

- Board Succession (June); CTB Lawn Bowling sponsorship; LFA Budgets
- 24 | 25 Agenda Topics (August)
- BID Bunch presentations: Paid Media (June); SEO & Website (TBD); Content Calendar (Sept)
- BID Bunch LFA Bylaws and CBID and LFA Policy Updates

Closing Comments

Adjournment

ADA Notice: To receive reasonable accommodation under the Americans with Disabilities Act during the meeting, please notify the local fund area administrator at least 48 hours in advance of the meeting.